

**AMENDMENTS TO THE CLAIMS**

**Claim 1 (Currently amended):** A method for providing incentive to a user to receive information, the method comprising:

providing a programming broadcast signal to a broadcast receiving appliance;

providing a token with the programming broadcast signal;

radiating an audio signal or video display including the token with the programming to a user from the broadcast receiving appliance;

providing a token capture device to the user configured to receive the token during the ~~providing~~ radiating of the programming broadcast signal; and

providing an incentive to a user for using the token capture device to receive the token.

**Claim 2 (Original):** The method according to claim 1, wherein the token capture device is further configured to process the token.

**Claim 3 (Original):** The method according to claim 1, wherein the token is contained within the programming broadcast signal.

**Claim 4 (Original):** The method according to claim 1, wherein the programming broadcast signal embodies a television broadcast.

**Claim 5 (Original):** The method according to claim 1, wherein the token is a light token.

**Claim 6 (Original):** The method according to claim 1, wherein the token is an audio token.

**Claim 7 (Original):** The method according to claim 1, wherein the token is an infrared token.

**Claim 8 (Original):** The method according to claim 1, wherein the programming broadcast signal embodies a radio broadcast.

**Claim 9 (Original):** The method according to claim 8, wherein the token is an audio token.

**Claim 10 (Original):** The method according to claim 1, wherein the incentive comprises providing a reward in exchange for redemption of a token capture device having indication thereon of a received token signal.

**Claim 11 (Original):** The method of claim 1, wherein the information is advertising.

**Claim 12 (Original):** The method according to claim 10, further comprising collecting personal information from a person during the redemption of the token capture device.

**Claim 13 (Original):** The method according to claim 12, further comprising:  
storing the collected personal information; and  
using the stored collected personal information in a demographic analysis.

**Claims 14-37 (Canceled)**

**Claim 38 (Currently amended):** A system for providing incentive to receive advertising, the system comprising:

a broadcast signal;

a token signal associated with the broadcast signal;

a broadcast receiving appliance operable to radiate an audio and/or video signal corresponding to the broadcast signal;

a token capture device configured to receive the token signal radiated from the broadcast receiving appliance; and

a means for providing incentive to a token capture device user to cause the token capture device to receive the token signal.

**Claim 39 (Original):** The system according to claim 38 wherein the incentive comprises allowing redemption of a token capture device having indication thereon of a received token.

**Claim 40 (Original):** The system according to claim 39 wherein the redemption comprises exchange of the token capture device having indication thereon of the received token for a prize.

**Claim 41 (Original):** The system according to claim 38 wherein the broadcast signal comprises an advertisement.

**Claim 42 (Original):** The system according to claim 38 wherein the broadcast signal embodies a television program.

**Claim 43 (Original):** The system according to claim 38 wherein the broadcast signal embodies a motion picture film.

**Claim 44 (Original):** The system according to claim 38 wherein the broadcast signal embodies a radio program.

**Claim 45 (Original):** The system according to claim 38 wherein the broadcast signal embodies a computer software program.

**Claim 46 (Currently amended):** A method for providing incentive to receive advertising, the method comprising:

providing a programming broadcast signal to a broadcast receiving appliance;

providing an audio token with the programming broadcast signal;

radiating an audio signal including the audio token from the broadcast receiving appliance corresponding to the programming broadcast signal;

providing to a user an audio token capture device configured to receive the token during the ~~providing radiating~~ of the audio signal; ~~programming broadcast signal;~~ and

providing an incentive to the user for causing the token capture device to receive the token.

**Claims 47-50 (Canceled)**

**Claim 51 (Currently amended):** A method for marketing to consumers, the method comprising:

providing a registration venue;

gathering consumer information from the consumer at the registration venue; delivering advertising to the consumer at the registration venue; entering the consumer information into a database;

furnishing to the consumer a token capture device; providing programming to the consumer;

the consumer using the token capture device during the course of the programming; providing tokens during the course of the programming;

the token capture device receiving the tokens;

the consumer returning the token capture device to a receiving venue; gathering token information from the token capture device;

delivering advertising to the consumer at the receiving venue; entering the token information into [[a]] the database;

preparing promotional material based, at least in part, on the token information and consumer information in the database;

providing additional programming to the consumer;

providing the promotional material to the consumer in conjunction with providing the additional programming.

**Claim 52 (New):** The method of claim 1 further comprising:

tracking the user's use of the token capture device;

communicating the user's usage to a provider of the incentive; and

modifying broadcast information based on the user's use of the device.

**Claim 53. (New):** The method of claim 1 further comprising:

redeeming the token; and

modifying promotional material based at least in part on information from redeemed tokens.

**Claim 54 (New):** The method of claim 53 wherein the tokens are redeemed for a prize.

**Claim 55 (New):** The method of claim 1 further comprising:

the consumer returning the token capture device to a receiving venue;

gathering token information from the token capture device;

entering the token information into a database;

preparing promotional material based, at least in part, on the token information in the database;

providing additional programming to the consumer; and

providing the promotional material to the consumer in conjunction with providing the additional programming.

**Claim 56 (New):** The method of claim 55 wherein another token is provided in conjunction with the additional programming.

**Claim 57 (New):** The method of claim 56 further comprising repeating the gathering, entering preparing and providing operations to further refine the promotional material.